

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Jeffrey Jovan Philyaw and David Kent Mathews  
Serial No.: 09/382,372  
Confirmation No.: 5133  
Filed: August 24, 1999  
Group: 2141  
Examiner: Paul H. Kang  
For: METHOD AND APPARATUS FOR MATCHING A USER'S USE  
PROFILE IN COMMERCE WITH A BROADCAST

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**AMENDMENT AFTER FINAL**

This communication is responsive to the Examiner's Office Action mailed March 9, 2006.

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.